

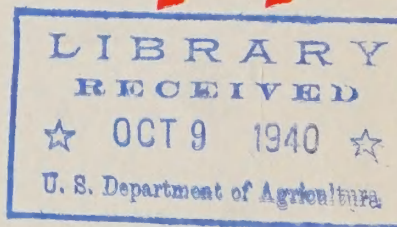
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scientific knowledge, policies, or practices.

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Introducing the

NEW ROSES *for* 1941



WITH A COMPLETE
SELECTION SO
YOU MAY TAKE AD-
VANTAGE OF THE
FAVORABLE FALL
PLANTING SEASON

New Rose
PEARL S. BUCK
© J. & P. CO.

PARADE OF MODERN ROSES

Jackson & Perkins Co.
World's Largest Rose Growers



NEWARK, NEW YORK STATE

Rose Capital of America



Rose Bampton

This Fall is the Time to Plant *Roses*

EXPERIENCED gardeners and rosarians have long proved the definite advantages of fall planting, and more and more is the general public following their leadership.

Get the Jump on Spring!

Fall planting and winter protection are really very simple—complete and detailed directions for planting and wintering are sent with each J. & P. shipment. J. & P. Roses are grown with painstaking care and shipped during the fall at the ideal time to put them to bed for the winter, where their roots become established in their new home and are ready to start their vigorous spring growth as the frost leaves the ground. The new shoots come with the first warm days, developing plants comparable to older established bushes. The excellent results in both growth and bloom will prove to you the soundness of our recommendation that you plant Roses this fall.

The J. & P. Guarantee is Your Protection

Should any Roses you plant this fall, and prepare for winter according to our directions, fail to live and bloom next summer, we will replace them, prepaid and free of charge. Every Rose plant you receive from us bears the famed J. & P. waterproof label (see front cover), symbol of our replacement guarantee—to be of the finest quality, full-stemmed with robust root systems, tested and proved by two years' growth in our own fields, true to name and class, sturdy and free from diseases—and to reach you in perfect condition.

If for any reason shipment is damaged in transit, or not exactly as ordered, please notify us immediately so we may adjust quickly.

The New Roses

There has been real progress in Rose improvement during recent years—in hardiness, resistance to disease, form, fragrance, habit and abundance of bloom—and both the Floribundas and the Hybrid Teas will be called on to replace usual fall plantings of imported Dutch bulbs for beds and borders. The Floribundas have proved themselves particularly adapted to this use for they supply not only spring color but they bloom persistently and brighten the borders all season long.

In the J. & P. World's Fair Rose Garden picture at right, an effective Floribunda planting appears.

Roses need sunshine, but half a day, morning or afternoon, will suffice. J. & P. Modern Roses are very easy to grow; not as subject to disease as older varieties; many almost immune.

Order Early!

We want you to have your plants at the right planting-time. They should be ready to dig and ship about October 15. Please order early; all orders will be shipped at the proper time. On 3 or more plants of one variety you earn the dozen rate, or, if you wish to plant different varieties, special low prices are supplied in our attractive assorted group offers.

For orders under \$10, please send cash with order; or \$1.00 with order and balance C. O. D. On larger C. O. D. orders send 10 per cent with order. Charge accounts are due first of following month; if you do not have an account with us and wish one, please give bank and 3 other references.

TRANSPORTATION PREPAID. Every J. & P. Modern Rose Plant is sent prepaid, anywhere in the U. S. A. (except C. O. D. orders which are mailed or shipped collect).

ADDRESS ORDERS TO:

Jackson & Perkins Company
1 ROSE LANE, NEWARK, NEW YORK STATE

Presenting.... The New Red Rose for 1941—

Rose Bampton

(Plant Patent applied for)

AT THE World's Fair of 1940, when it was realized what an unusually lovely Red Rose we were to have for 1941 introduction, came the inspiration to christen it "Rose Bampton," in honor of the lovely, fashionable Metropolitan Opera and radio star, who was a former neighbor of Newark, New York, the Rose Capital of America, when she lived in Buffalo.

Miss Bampton honored the Rose by making it her namesake in the Jackson & Perkins Rose Gardens at the Fair. We are confident its gorgeous blooms will continue to honor her for many years in the Rose gardens and exhibitions of America. Her Rose was first exhibited in America at the annual show of the Niagara Frontier Rose Society, Buffalo.

Of unusual distinctiveness, Rose Bampton is "the" red Rose of the year. The charming petals reflex slightly as they open and the full flower resembles a dahlia. The scintillating hue retains its depth throughout the long life of the blooms, and approaches the spectrum red. The plant is strong and healthy, of medium height, bountifully supplied with rich dark green foliage. Some choice plants are reserved for you this fall.

Brilliant... China-red... not just a new red Rose, but a new and outstanding shade.
Bud... alluring, Ophelia-shaped, rich carmine, developing into china-red as the petals unfold.
Bloom... very double, slow in opening, holds a long time.
Fragrance... delightful old Rose perfume.
Award... First Class Certificate, Royal Dutch Horticultural Society.

\$1.50 each; 3 for \$3.75; 12 for \$15



Some of the 75,000 visitors in the J. & P. Gardens in Newark, New York, during the Festival of Roses last summer. Come and see them yourself this fall, or next year.

Jackson & Perkins Co. was selected exclusively to supply and maintain the Parade of Modern Roses, occupying 10,000 square feet in Gardens on Parade at the New York World's Fair in both 1939 and 1940. Nearly half a million flower lovers have seen the 8,000 Rose plants in 41 model bed arrangements, representing 250 of the finest varieties, from 18 nations.





© J. & P. CO. Pearl S. Buck

PEARL S. BUCK

(Plant Patent applied for.)

Just as Wang Lung's son, through his deep devotion to tilling the soil, was able to bring forth abundantly from China's "Good Earth," so has the eminent Kordes in his devoted mission brought great favor to rose enthusiasts in this delightful new Hybrid Tea. How natural, when selecting this new and winning Rose for a favorite plot in the 1940 Garden of Modern Roses at the World's Fair, to make it a namesake of Pearl S. Buck, the talented Pulitzer Prize Winner and creator of Wang. For a color plate of the tighter bud and a full-open flower, please turn to front page of this folder.

- Buds**.....interestingly formed, becomingly pointed—of a glowing orange hue, softening as they open to a deep yellow tinged with apricot.
- Characteristics**...the double flowers are most attractive at all stages and last well. In the fall the apricot overcast deepens to produce an effect almost of pure gold.
- Fragrance**.....rich and lovely.
- Prolific**.....very generous, blooming freely.
- Stems**.....long, excellent for cutting.
- Foliage**.....the elegant foliage is another outstanding virtue of this magnificent Rose, firm and clean, deep green in tone.
- Plant**.....sturdy and vigorous bush of medium height. Satisfactory throughout the season.

\$1.50 each; 3 for \$3.75; 12 for \$15



Adoration

It takes about five years to develop a new Rose; for every new seedling selected for further observation, nearly 1,500 are rejected and destroyed, in some way not measuring up to our standards for Modern Roses.

ADORATION

(Propagation Rights reserved.)

Sweet and lovely, borne in great profusion. Adoration is another masterpiece of the noted Jean Gaujard, into which he has wrought with all his skill so many of the attributes continually sought in J. & P. Modern Roses. The thousands who count his originations, Mme. Jean Gaujard and Mme. Jos. Perraud, among their favorites, will consider Adoration equally choice. The habit of growth is strong and upright and the tall, lithesome, airy plants produce many branches bearing exquisite blooms throughout the season—from June till frost. Pleasantly fragrant. Formerly called "Ile de France."

\$1.50 each; 3 for \$3.75; 12 for \$15

- Color**...brilliant, entrancing salmon-pink illumined with an orange glow.
- Intriguing**...both in color and shape of the long, pointed buds that open gradually into modern, high-centered flowers.
- Foliage**...effective coppery green.
- Honors**...Gold Medal, Lyon, 1939; Gold Medal, Bordeaux, 1939.

© J. & P. CO. Patrick Anderson



© J. & P. CO.

Patrick Anderson

New Faces for '41 in The Parade of Modern Roses

TOGETHER with Rose Bampton on page 1, the eleven glorious new Roses described on these two pages are the shining lights we proudly present for 1941. All were acclaimed by thousands in the World's Fair Rose-Gardens and at Newark this summer. In them are pleasures and thrills no commoner varieties can supply, making your garden the admiration of friends, a place of beauty and fragrance for years at only a little more than ordinary kinds cost.

1941 HYBRID TEAS ON THIS PAGE

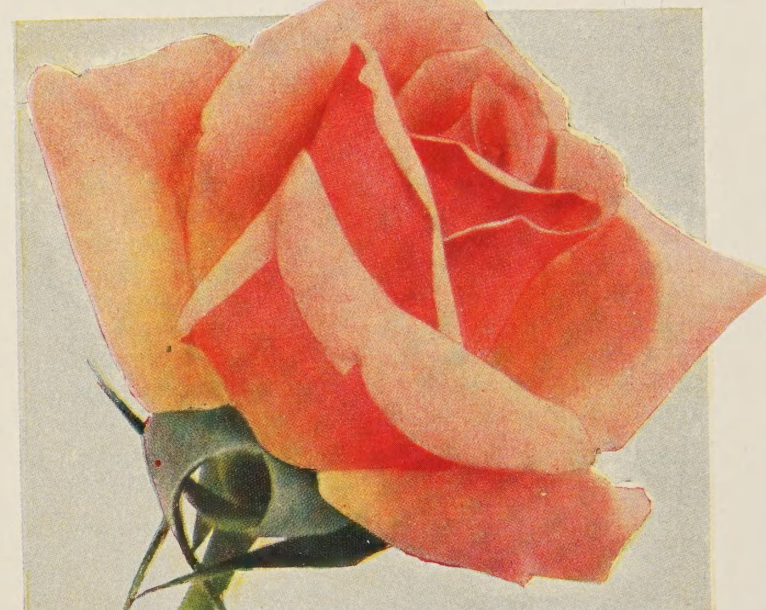
PATRICK ANDERSON

(Plant Patent No. 411.)

As have several of our choicest Roses in recent years, Patrick Anderson comes to us from the "auld sod," another of McGredy's newer Irish Roses with their usual merit. The buds are perfectly formed and freely borne, high-centered, opening gracefully, rich and beautiful. Unfolding, there is a lovely glow from the warm begonia-rose on inside of petals and deeper reddish rose outside. As the flowers open the colors lighten and reveal a touch of yellow at base of petals.

- Form**.....the petals are of a gratifying stiff texture, retaining their graceful form as the bloom unfurls.
- Fragrance**...delightfully rich and spicy.
- Foliage**...bronzey green, on reddish green stems with few thorns.
- Identification**...a deeper, richer colored, much-improved, double Betty Upchurch.
- Plant**...sturdy, vigorous, upright, prolific.

\$1.50 each; 3 for \$3.75; 12 for \$15



© J. & P. CO.

Neville Chamberlain

NEVILLE CHAMBERLAIN

(Plant Patent applied for.)

A glorious Rose. When our friend Louis Lens, of Belgium, named this beautiful creation in honor of the Prime Minister, he was expressing the sentiment of an earnest nation that war might be no more. This new Rose has already gained rapid popularity in the land of its birth.

- Profuse**...exquisite blooms borne freely on fine long stems; like its parent, increasing in size and intensity as the season progresses.
- Habit**...tall, vigorous plants; bronzey green foliage; young shoots are contrasting red.
- Blooms**...the high-centered buds unfold beautifully and gradually; some fragrance.
- Color**...salmon overlaid with the rich, bronze tones of its maternal parent, Mrs. Sam McGredy; a touch of orange at base of petals.

\$1.50 each; 3 for \$3.75; 12 for \$15

The Jackson & Perkins hybridizing and research department is the largest in the world; we also enjoy intimate relationships with the most important Rose hybridizers of other lands, and have sole American rights from such leaders as McGredy, Dickson, Gaujard, Aicardi, Pahissa and others.

During his regular bi-yearly trip our Eugene S. Boerner, hybridizer and Rose specialist, in 1939 visited the important Rose nurseries of England, Ireland, Scotland, France, Germany, Holland, Belgium, Italy and Spain, bringing back an unusual number of their choicest introductions for several years to come.

Every J. & P. Modern Rose has been carefully observed in our test-gardens and growing-fields in the rigorous climate of northern New York, and in some 80 other testing stations throughout the United States.

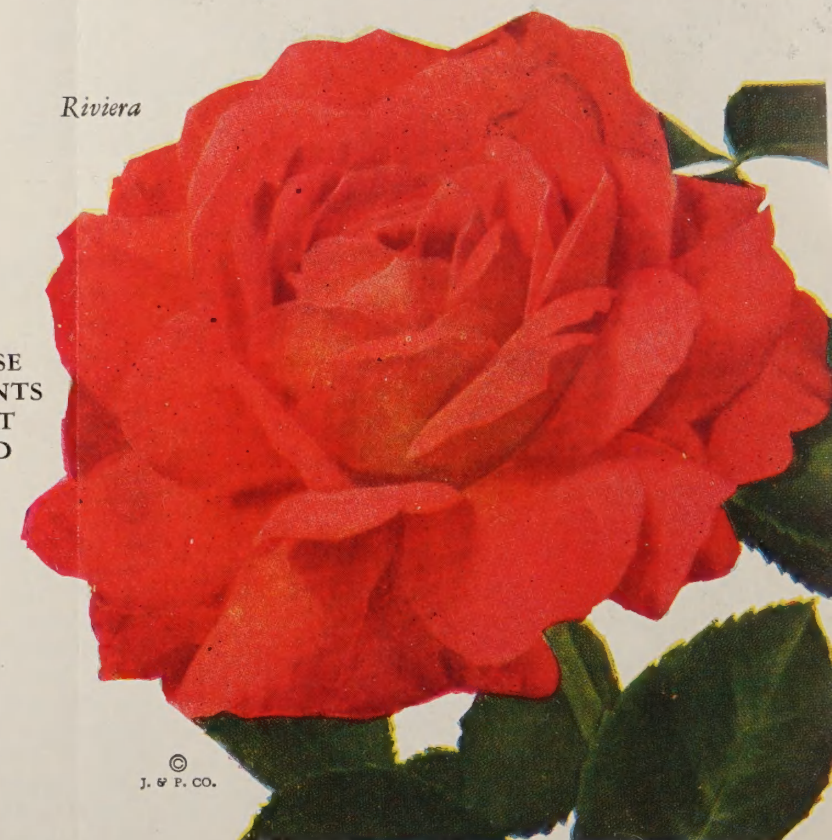
RIVIERA

(Plant Patent No. 378.)

An elegant Rose with all the allure and sparkle of sunny Spain, imbued with the warmth and feeling of the Mediterranean but also possessed of the sturdy hardiness to stay with American gardeners through the rigorous winters such as we have in Newark, as well as in the sunny climes farther south. The plants are endowed with attractive, large, dark green foliage.

- Luminous**...coppery orange, flushed with pink. A quite unusual great splotch of gold appears at the base of each petal.
- Fragrance**...fruity, pleasant.
- Prolific**...the tall plants bear generously till frost.
- Awarded**...Silver Medal Certificate, A. R. S., 1939.

\$1.50 each; 3 for \$3.75; 12 for \$15



Riviera

© J. & P. CO.

ALL THESE
ROSE PLANTS
ARE SENT
PREPAID

COPYRIGHT BY
JACKSON & PERKINS CO., 1940

JACKSON & PERKINS COMPANY—World's Largest Rose Growers

The Ideal of a Lifetime, Now Realized for You!

Modern, everblooming, large-flowered double Climbing Roses
—for thousands of glorious blooms on even the small city lot.

THE EMINENT HYBRIDIZER,

world-renowned hybridist, author and Rose expert, Dr. J. H. Nicolas was famed for such outstanding Hybrid Tea Roses as Eclipse, Gloaming, Miss America, Mrs. Francis King; distinguished pioneering of the new Floribunda class with the favorite Carillon, Smiles, Rochester, Snowbank; price-less advance in Climbing Roses with such as the 1939 sensation June Morn (see page 8), and now his namesake at right. These are but a few of his creations. From 1929 till his death in 1937, he set the pattern for the world's largest Rose-hybridizing operations which have continued to progress under the inspiration of Eugene S. Boerner who worked with him.



Dr. J. H. Nicolas



© J. & P. CO.

McGredy's Salmon

McGREDDY'S SALMON

(Plant Patent No. 410.)

"Surely Ireland must be Heaven," for such Roses come from there. In our world-wide search to bring to American rosarians the finest new introductions from other lands as well as from our own hybridizers, those from McGredy always win the high esteem of the connoisseur. McGredy's Salmon will be another prize Rose for exhibition and in the gardens of our countless McGredy fans. You will want it.

Buds....exquisite, symmetrical, of an appealing orange-pink shade.

Blooms....unfold with rare grace, a delightful apricot-salmon, large in size.

Fragrance...rich, full, fascinating.

Plant....a very free bloomer; lower-growing, with an abundance of attractive bronzy green foliage.

\$1.50 each; 3 for \$3.75; 12 for \$15



© J. & P. CO.

Flambeau

FLAMBEAU

(Plant Patent No. 374.)

The tremendously increased interest in flower arrangement and a far wider use of Roses for table and home adornment, make Flambeau a Rose of the hour. It is a child of our own research department, a Hybrid Tea by Dr. Nicolas.

Buds....trim, slender, high-pointed, on long stems.

Blooms....opening into graceful, appealing petal formations; delightfully fragrant.

Color....a center of interest in the garden and wherever used—glowing scarlet, set off with a glistening velvety sheen on inside of petals; in midsummer the tone lightens.

Foliage....dark green, substantial.

Award....Certificate of Merit, A. R. S., 1939.

\$1 each; 3 for \$2.50; 12 for \$10



Here in our fields, this summer, blooming gloriously, are the sturdy plants of your new Roses for 1941

NEWARK, NEW YORK STATE—The Rose Capital of America

The New Everblooming Pillar

DR. J. H. NICOLAS

(Propagation Rights reserved.)

Credit another annal of progress to the spirit of American creativeness, this at the hands of an adopted American and beloved member of the French Legion of Honor, Dr. Jean Henri Nicolas.

For years one of his consuming passions was to create the ideal everblooming Pillar or Climbing Rose, with great double blooms like exhibition Hybrid Teas. Two years before his death this marvelous flower was born. From that day on he treasured it carefully, observed it closely. With the more years of careful propagation, observation and perfection, we proudly present what may be the crowning achievement of his long and varied career—named in his honor.

Everblooming...immediately after first flowers fade, the new shoots appear and a galaxy of bloom repeats again and again.

Immense....fully double, lovely rose-pink flowers, unbelievably large, with 50 petals.

Clusters....in magnificent clusters, three or four to a long, strong stem.

Long-lasting...the first flowers remain entrancingly attractive till even the last one of the cluster is open full.

Fragrance....rich, lovely and enduring.

Hardiness....outstanding in northern New York; doubtless extremely hardy in all sections of the country.

Pillar....very vigorous, grows 8 to 10 feet tall. Luxuriant dark green foliage, very resistant to ordinary Rose ills.

\$1.50 each; 3 for \$3.75; 12 for \$15

F. FERRER Everblooming Climber

A large-flowered, long-stemmed everblooming Rose from sunny Spain. The lovely, semi-single, lustrous velvety red flowers have 12 petals and appear in clusters of 3 to 5, with a light and pleasing, cinnamon fragrance. The connoisseur will prize it.

Habit....vigorous and spreading, covering 10 to 12 feet. Repeats all summer, with single flowers.

Foliage....attractive, dark green, disease-resistant.

\$1.50 each; 3 for \$3.75; 12 for \$15



Holstein

These blooms
½ actual size



© J. & P. CO.

Dr. J. H. Nicolas

Plant the New Floribundas

HOLSTEIN (Plant Patent No. 395.)

Sensational as the picture indicates, this variety comes from Europe's greatest hybridizer of the hardier, more resistant, free-blooming Floribunda race.

Flowers....about 4 inches, with 6 dark, brilliant red petals.

Prolific....immense clusters, larger than any other variety, a continuous carpet of color all season.

Plant....2 to 3 feet tall; strong upright stems. Vigorous, healthy foliage.

\$1 each; 3 for \$2.50; 12 for \$10

A. GRILLE (Propagation Rights reserved.)

This remarkable new Floribunda, A. Grille, brings a new shade to this important group. Of medium height, the flowers are very large, 4 to 5 inches across, similar to World's Fair.

Color....brilliant scarlet-crimson; does not burn in sun.

Persistent...large clusters throughout summer.

Habit....bushy; heavy foliage.

Fragrance...elusive, intriguing.

\$1 each; 3 for \$2.50; 12 for \$10

Others in the Floribunda Class are illustrated on page 4

Glorious Floribundas—Roses for Everyone's Garden

Remarkably Hardy, Very Easy to Grow

WORLD'S FAIR

(Plant Patent No. 362.)

The Rose sensation of the great New York World's Fair, named for it, admired by the throngs in "Gardens on Parade." Large clusters of velvety, blackish scarlet flowers almost hide the luxuriant foliage.

Honored... First award, "1940 All-America Rose Selections, Floribunda Classification."
Prolific... a continuous display from spring to frost.
Size... blooms nearly 4 inches across, 18 to 20 petals.
Fragrance... a cool, whispering perfume full of allure.
Pride... a solid bed of World's Fair is magnificent.
\$1 each; 3 for \$2.50; 12 for \$10; 25 for \$18.75

World's Fair



Betty Prior

BETTY PRIOR

(Plant Patent No. 340.)

Exceeded in popularity only by World's Fair. Distinctive in appearance as well as in color. Hardy, permanent, and highly desirable for mass planting in solid borders or hedges. This variety has continually "stolen the show" from coast to coast.

Form... resembles the delicate red dogwood blossom in shape and size.
Color... opens lively red, turns to shell-pink.
Prolific... blooms in large clusters in spring—and continuously throughout the season.
Plants... medium height, abundantly branched.
Fragrant... a rich and spicy perfume.

85c each; 3 for \$2.15; 12 for \$8.50

FLORIBUNDA ENSEMBLES

Specially Selected, Specially Priced Groups for Your Convenience

Group No. 59	Six each of Betty Prior, Donald Prior, Snowbank, 18 Plants in all, only	\$12.75
Group No. 60	Three each of Joyous, Permanent Wave, Summer Snow, 9 Plants, only	\$5.90
Red-Dozen No. 61	Three each of A. Grille, Donald Prior, Holstein, and World's Fair (for A. Grille and Holstein see p. 3), 12 Plants, only	\$9.65
Pink-Dozen No. 62	Three each of Betty Prior, Joyous, Rochester, and Smiles, 12 Plants, only	\$8.50
Semi-Shade No. 63	The Aachens, Pink, White, and Gruss an Aachen, 3 of each, all 9 for	\$5.65

Page 4

RECOGNIZED round the world as one of the greatest achievements for the "Roses of Tomorrow," these Floribunda sensations present the qualifications for Rose success under even the most trying conditions. Added to extreme hardiness, they have unexcelled persistence of bloom; several varieties, like World's Fair, have Hybrid-Tea-size flowers in huge clusters from June till frost.

Floribundas are ideal for planting in groups—3, 12, up to 100 or more—in beds, borders, or in groups among shrubs, perennials, and evergreens. Their heavy mass of color continuously through the summer makes a striking and permanent display. The flowers make excellent, long-lasting bouquets. Many use them in place of annual foliage plants or flowers.

The little garden scene at right illustrates the admirable mission of Floribundas in the shrubby border.



Donald Prior

DONALD PRIOR

(Plant Patent No. 377.)

Great clusters of graceful flowers that are red, like rare old wine. Dark green foliage. Donald Prior brings a huge splash of brilliant color to your garden—a Rose everyone will prize.

Variety... an 8-petaled Floribunda Rose about 3 inches across on branching plants some 18 inches high.

Continuous... large bursts of bloom very frequently throughout the season, with three or four flowers on individual shoots in between—never without flowers.

Scent... rare old Damask fragrance.
85c each; 3 for \$2.15; 12 for \$8.50

For Mass Plantings of Floribundas

There are special discounts for large plantings where 25 or more of an individual variety are to be used, as follows:
Any \$1 Floribunda—75c each for 25 or more.
Any 85c Floribunda—62.5c each for 25 or more.
Any 75c Floribunda—55c each for 25 or more.



Snowbank

SNOWBANK

(Plant Patent No. 279.)

A delightful J. & P. origination by Dr. J. H. Nicolas. Large-flowering and low-growing. Excellent en masse and for the border. Gold Medal winner.

Buds... daintily formed, buff-orange.
Flower... bluish-white, turning to pure white; semi-single, long-lasting.
Borne... in large panicles, always in bloom.

85c each; 3 for \$2.15; 12 for \$8.50



Carillon

CARILLON

(Plant Patent No. 182.)

From its introduction this Gay Rose has been a symbol of happiness and rejoicing—the very color sings. Plant in groups and you will have a magic carpet of soft flame-coral and lustrous green. A most generous bloomer, doing best in northern states.

Variety... Floribunda par excellence, 18 inches tall.
Blooms... large, pleasingly fragrant till frost.
Recognition, Gold Medal, A. R. S.

85c each; 3 for \$2.15; 12 for \$8.50

SMILES

(Plant Patent No. 331.)

A bright, cheery flower originated in the J. & P. Gardens by the late Dr. Nicolas. Universally admired. You, too, will love Smiles.

Color... a splendid salmon-pink.
Blooms... semi-double, diameter 3 inches.
Characteristics... medium-tall, spreading plants, handsome foliage, long-lasting blooms.
Continuity... from early spring till frost.
Fragrant... richly perfumed.

85c each; 3 for \$2.15; 12 for \$8.50

Smiles



Other Fine Floribundas

ANNE POULSEN (Pat. 182.)
Brilliant crimson-scarlet, 14-petal flowers 4 inches across, in clusters on 24-inch stems.

75c each; 3 for \$1.90; 12 for \$7.50

JOYOUS (Pat. 381.)
Gorgeous rose-red buds change to deep pink, delightfully informal, almost single flowers. Rich foliage.

85c each; 3 for \$2.15; 12 for \$8.50

PERMANENT WAVE (Pat. 107.)
Named for the interesting marvel of the unusual petals, cochineal-red outside, lighter inside; semi-double, in huge clusters.

75c each; 3 for \$1.90; 12 for \$7.50

ROCHESTER (Pat. 131.)
Medium large, double, perfect Hybrid Tea form, free-blooming clusters, golden yellow, orange-carmine reverse.

85c each; 3 for \$2.15; 12 for \$8.50

SUMMER SNOW (Pat. applied for.)
Great clusters of double, white blooms.

75c each; 3 for \$1.90; 12 for \$7.50

SEMI-SHADE-LOVING AACHEN FLORIBUNDAS
Grass an Aachen—salmon-pink and white.

Pink Aachen—deep salmon-rose.

White Aachen. (Prop. rights reserved.)
75c each; 3 for \$1.90; 12 for \$7.50

THE New Floribundas for 1941 ARE ON PAGE 3

85c each; 3 for \$2.15; 12 for \$8.50

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85c each; 3 for \$2.15; 12 for \$8.50

The "World's Fairest" GROUP NO. 50

Here are the 12 most spectacular Roses in the 1940 World's Fair "Parade of Modern Roses." Specially priced, ready for you to plant this fall. 7 are new for 1941 (see pages 1, 2, 3); the 5 shown here and on page 6 are favorites of today.

Adoration
Flambeau
McGredy's Salmon
Neville Chamberlain
Pearl S. Buck
Riviera

Rose Hampton
Dicksons Red
Eclipse
Hector Deane
McGredy's Sunset
White Briarcliff

All 12 Plants (value \$16), only \$13.75

Double Lot 24 Plants (value \$32) \$27

McGredy's Newer Irish Roses

Augmenting the outstanding creations of these famous Irish nurserymen, we are happy to present, on pages 2 and 3, two more McGredy's from the Emerald Isle for 1941. They will rival even McGredy's Sunset, which has won such instant popularity throughout America. Jackson & Perkins enjoy exclusive rights of testing and distributing the new McGredy Roses in the U. S. A. You will want all of them!



Just one corner of the colorful Hybrid Tea section of Everblooming Roses in the spacious Rose-Gardens at the World's Fair, planted exclusively with Jackson & Perkins Modern Roses

McGREDY'S PINK

(Plant Patent No. 341.)

Sun-bright and comely, this true Irish Rose lends charm and beauty to any surroundings. Delightful, peach-pink tinged with gold. Well adapted to exhibition and garden purposes.

Blooms... large, perfect, sweetly scented.
Growth... blooms continuously; stiff stems. Few thorns.
Merit... profuse bloomer.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

HECTOR DEANE

(Plant Patent No. 361.)

Nature wove a magic spell when she created this Rose—a glorious visitor from the Emerald Isle that has found living comfortable and happy over here. Long, pointed, crimson buds, orange at base; ideal for cutting. Exceedingly popular.

Growth... rampant, constant in bloom.
Blooms... informal; the petals reflex in irregular and unusual manner.
Scent... one plant permeates the garden with old-Rose perfume.

\$1.50 each; 3 for \$3.75; 12 for \$15

Hector Deane



McGredy's Pink

Rex Anderson

DICKSONS RED

(Plant Patent No. 376.)

(Originated by that grand old firm, A. Dickson & Sons)

Arrived from the Emerald Isle for 1940. Red as the lips of a pretty colleen—and just as bewitching. The color holds, too, does not blue with age. A sturdy Rose that thrives in the hottest summer and blooms unceasingly. Extravagantly admired at the World's Fair and in the gardens of every Rose-lover who grew it this year. Easy winner in the All-America Rose Selections for 1940.

Fragrant... deep and mellow.
Prolific... large, full blooms on long stems, ideal for cutting.

Plant... well formed, bushy—about 2 feet tall.

Awards... Gold Medal of the National Rose Society of England; Clay Cup for Fragrance; First Award for Hybrid Teas of All-America Rose Selections for 1940.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

REX ANDERSON

(Plant Patent No. 335.)

An outstanding exhibition Rose from McGredy—unusually perfect in form. Fully double flowers that may be grown to enormous size by disbudbing. Delicate ivory-white.

Growth... exceptionally free and vigorous with abundant gray-green foliage.

Scent... soft and fascinating.

Awards... First Class Trial-Ground Certificate, N. R. S., England.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

McGREDY'S TRIUMPH

(Plant Patent No. 190.)

Huge, bright, fragrant blooms, well named "Triumph." A full 5 inches across—lovely in their soft rose color; gently brushed with scarlet and orange. Sturdy mahogany-red stems.

Foliage... extra large, dark reddish bronze in color—and of great beauty.

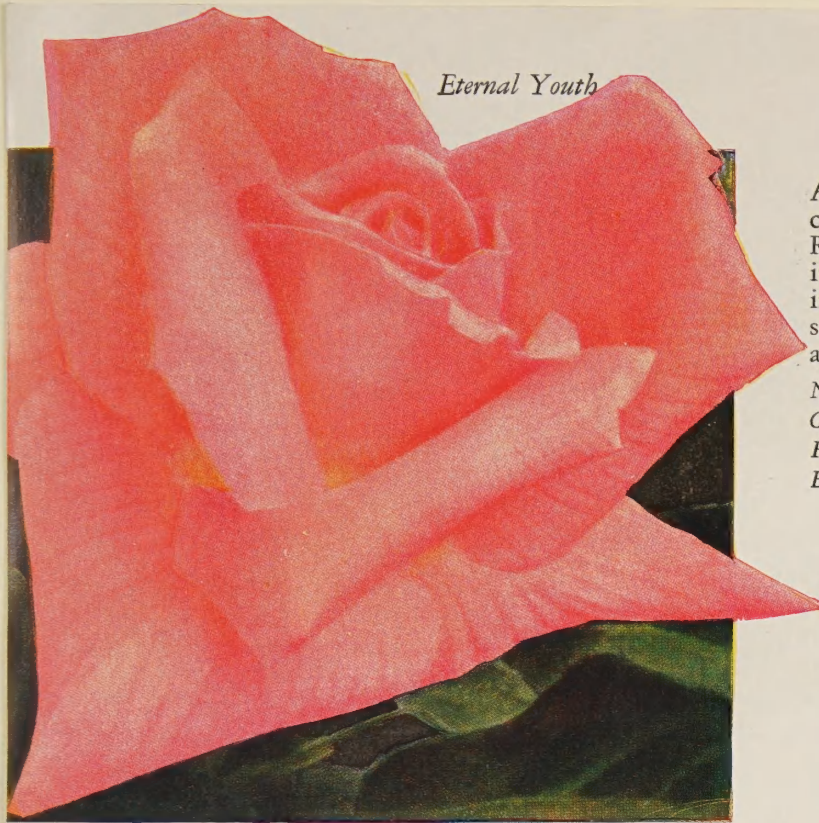
Vigorous... extraordinary vigor and growth sets it apart from every-day varieties. Needs room.

Chosen... for Gold Medal, N. R. S.; Award of Merit, Glasgow and West of Scotland Hort. Soc.; Silver Medal, A. R. S., Portland.

Caution... leave flowers on bush; they do not last when cut.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

Page 5



Eternal Youth

© J. & P. CO.

WHITE BRIARCLIFF

(Plant Patent No. 108)

With the stately grace of a charming bride, this gorgeous Rose proudly displays its pure white blooms—so gorgeously white—so coolly fragrant—so generously long-lived.

Distinction...both in bud and open flower, pure white. Blooms a week ahead of most Roses.
Plant.....spreading—bushy—2 to 3 feet tall.
Prize of Honor...and Gold Medal at International Exposition, Paris. Silver-Gilt Medal, French N. H. S.
Prolific....tremendous producer of fully double blooms. Ideal for cutting. Keeps long in water.

\$1 each; 3 for \$2.50; 12 for \$10

Satan



© J. & P. CO.

ETERNAL YOUTH

(Plant Patent No. 332)

A Rose of sparkle and beauty whose fragrance and cheerful color make it outstanding among all pink Roses—a Rose that is instantly loved by all who see it. You'll find the delicate pastels of a Riviera sunset in blooms that stand proudly erect on long, strong stems. Admirable for cutting. Plant very compact, about 2 feet tall.

Newest Rose...by Aicardi, great hybridist of Italy.

Color.....joyous pink, livening to yellow at base of petals.

Fragrant....reminiscent of the sweet old-fashioned Roses.

Blooms....slim, graceful buds opening to double flowers that are par excellence in form. Truly a great exhibition Rose.

\$1.25 each; 3 for \$3.15; 12 for \$12.50



© J. & P. CO.

White Briarcliff



© J. & P. CO.

Rome Glory

\$1.25 each;
3 for \$3.15;
12 for \$12.50

ECLIPSE

(Plant Patent No. 172)

Acclaimed as "The Streamline Rose." Brilliant golden yellow petals—an arresting spot of color in a garden corner, or in a bud vase. The vigorous, branching plants produce a lot of bloom all the time and have healthy, attractive foliage. Open flowers have from 20 to 25 petals—large, substantial and the same brilliant yellow as the buds—so imposing you hardly know whether there are 10 petals or 50.

Distinction...there has never been a Rose with buds like these—slim, tapering, modern.

Originated...by the late Dr. J. H. Nicolas in our own gardens.

Highest Honors...in France and Italy; Gold Medal of the A. R. S.

\$1 each; 3 for \$2.50; 12 for \$10



© J. & P. CO.

Eclipse

ROME GLORY

(Plant Patent No. 304)

Scarlet-crimson glory—unchallenged in a wide bright world of color. Named in honor of the third millennium of the founding of the great Eternal City. Stands cutting well and its mammoth blooms make glorious bouquets. Awarded Gold Medal S. A. F., 1938.

Buds....formed like perfect florists' American Beauties—only better. Large, double, scarlet-crimson blooms of exquisite form.

Fragrance...superb—alluring—lingering.

Lasting...flowers last long on the plant, or cut; not affected by dry or wet weather.

Plant...strong and healthy and of better than average height.



© J. & P. CO.

Signora

SIGNORA

(Plant Patent No. 201)

A pronounced and definite improvement over the historic Talisman—or the newer President Herbert Hoover. It was born and raised on the romantic Riviera, where it became accustomed to hot, dry weather. It is a vigorous branching, tall-growing plant. Buds are of a warm brownish orange, opening to lighter mandarin and salmon. The unusually heavy foliage is a beautiful rich green.

Blooms...double, but petals are not crowded. Very fragrant.

Prolific...as many as thirty-one blooms on one plant at a time—each with a long stem for cutting.

\$1 each; 3 for \$2.50; 12 for \$10

ALEZANE

(Plant Patent No. 116)

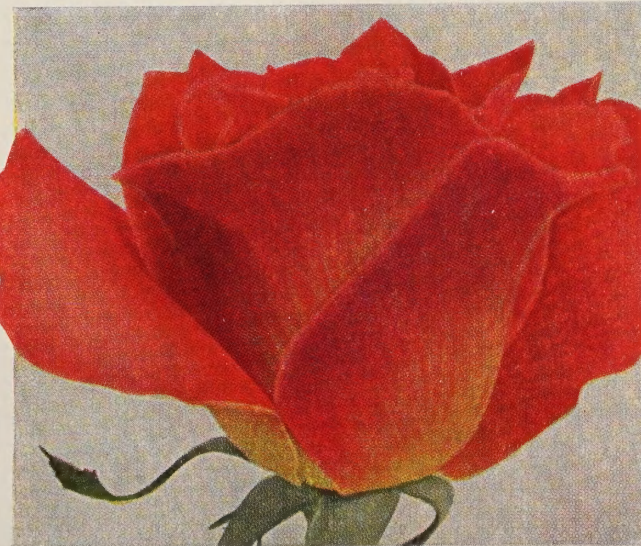
Formed from color and enchantment—fairy work in every tint and petal. A Rose that often blooms ten days earlier than its comrades. Especially desirable because of its free-blooming habits, its striking colors, and early start.

Buds.....urn-shaped—of a chestnut-brown.
Blooms....double, cupped, opening to sorrel—then changing to rich apricot. Backs of petals sorrel-striped with yellow veins.

Growth....very vigorous, upright and branching. Toughest of all Hybrid Teas.

Distinctive...in any surroundings—so different it never fails to draw attention.

\$1 each; 3 for \$2.50; 12 for \$10



© J. & P. CO.

Alezane

SATAN

(Plant Patent No. 379)

Dressed in swarthy carmine—glorious and splendid. A big, loosely formed, velvety petaled flower which will excite the many lovers of dark red Roses and will be a worthy addition to any Rose-grower's collection.

Blooms...high centered with many petals, the color deepening toward the center.

Fragrant...rich, heavy, exotic.

Plant....bushy—about 18 inches tall.

\$1.25 each; 3 for \$3.15;
12 for \$12.50

© J. & P. CO.

Other Modern Roses

	Each	For 3
Alice Harding. Patent 202.	\$1 00	\$2 50
Golden yellow.....		
Amelia Earhart. Patent 63.	1 25	3 15
Yellow, tinted blush.....		
Better Times. Patent 23.	1 00	2 50
Cerise-red.....		
Crimson Glory. Patent 105.	1 25	3 15
Vivid crimson.....		
Golden Main. Patent 254.	1 00	2 50
Rich yellow.....		
Golden State. Patent 303.	1 00	2 50
Golden yellow.....		
Jean Cote. Patent 321.	1 25	3 15
Orange-apricot.....		
Mary Hart. Patent 8.	85	2 15
Velvety blood-red.....		
Matador. Patent 170.	1 00	2 50
Bright crimson.....		
McGredy's Pride. Patent 339.	1 25	3 15
Orange and salmon-pink.....		
Miss America. Patent 264.	85	2 15
Flesh, salmon and gold.....		
Mrs. Francis King. Patent 253.	85	2 15
Clean white.....		
Radiant Beauty. Patent 97.	1 00	2 50
Rich red.....		
Rocket. Patent 171.	85	2 15
Scarlet-red.....		
R. M. S. Queen Mary. Patent 249.	1 25	3 15
Salmon-pink flushed orange.....		
Texas Centennial. Patent 162.	85	2 15
Blood-red.....		

In Dozen Lots of Same Variety

Any 85c Rose, \$8.50; Any \$1 Rose, \$10.00;
Any \$1.25 Rose, \$12.50; Any \$1.50 Rose, \$15.00

Save Time and Money

Order These Specially
Selected Groups—All
Are Leading Varieties

NEW LOW PRICES FOR FALL PLANTING

TWELVE WORLD'S FAIR LEADERS—Group No. 51

These were the 12 Roses admired most at the World's Fair last year; and leaders in the Parade of Modern Roses again this year—as they will be in your garden for years to come.

Alice Harding	Mme. Jean Gaujard	All 12 Plants Value \$13.50 (last year \$16.00) \$11.25
Dicksons Red	McGredy's Sunset	
Eclipse	Rome Glory	
Eternal Youth	Rex Anderson	
Countess Vandal	Signora	
Gloaming	Saturnia	

ROSES OF THE NATIONS

Italian Group No. 52

One each of Eternal Youth, Rome Glory, Saturnia, Signora, thoroughly acclimated for your garden.

4 Plants (value \$4.50) **\$3.75**

Irish Group No. 53

One each of Hector Deane, McGredy's Salmon, McGredy's Sunset, McGredy's Pink, McGredy's Pride, McGredy's Triumph, Patrick Anderson, Rex Anderson—the grandest collection selected from all the leading Irish Roses ever introduced, including 1941.

8 Plants (value \$10.75) **\$9.00**

French Group No. 54

One each of Jean Cote, Mme. Jean Gaujard, Alice Harding, Amelia Earhart, Ronsard.

5 Plants (value \$6.00) **\$5.00**

Cosmopolitan Group No. 55

One each of Countess Vandal, Golden Main, White Briarcliff, Zulu Queen.

5 Plants (value \$4.50) **\$3.75**

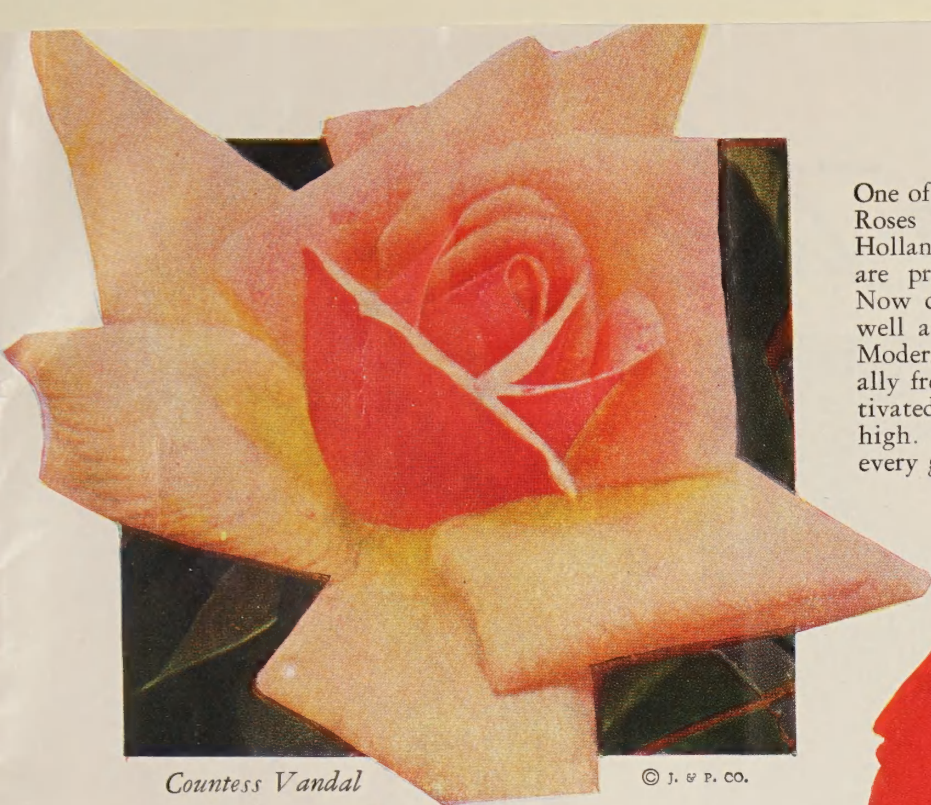
Land-of-Free Group No. 56

One each of Carillon, Eclipse, Flambeau, Gloaming, Miss America, Mrs. Francis King, Rocket.

7 Plants (value \$6.40) **\$5.35**

ALL THESE ROSES ARE SENT PREPAID ANYWHERE IN THE U. S. A.

JACKSON & PERKINS COMPANY—World's Largest Rose Growers



Countess Vandal

© J. & P. CO.

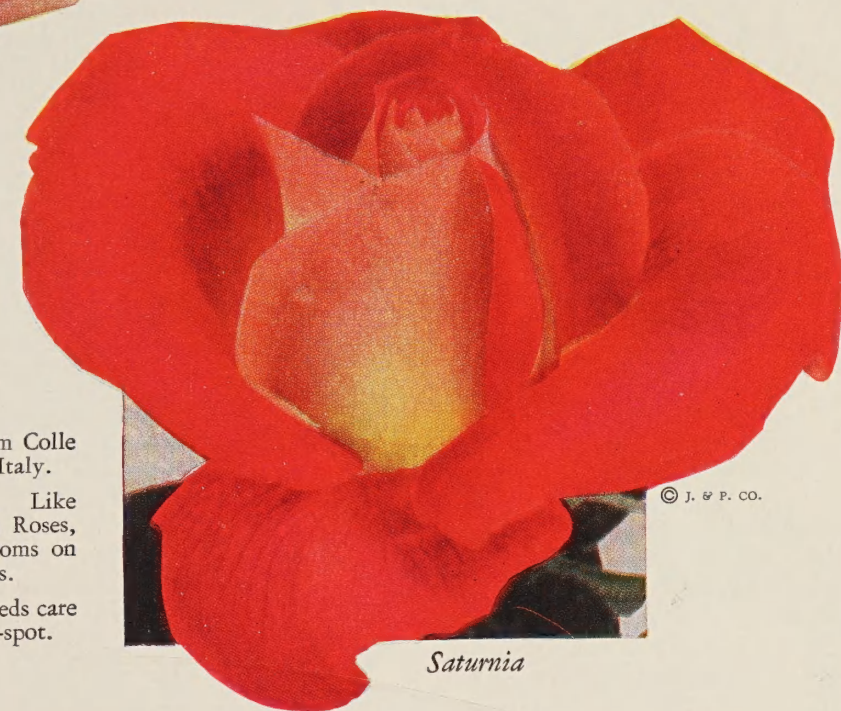
SATURNIA

(Plant Patent No. 349.)

Glorious, with 20 flame-wrought petals, casting its spell of enchantment on everyone. Cardinal-red with salmon-yellow and copper on the reverse of its pretty petals give it a warmth that is difficult to describe—and still more difficult to forget. This Rose draws your attention as soon as you come upon it in any garden.

Fragrance... pronounced and fascinating as a dish of fruit.
Awarded... Gold Medal from Colle Oppio Gardens, Italy.
Plant... average height. Like all of Aicardi's Roses, produces its blooms on fine cutting stems.
Foliage... attractive but needs care to prevent black-spot.

\$1 each; 3 for \$2.50; 12 for \$10



© J. & P. CO.

Saturnia

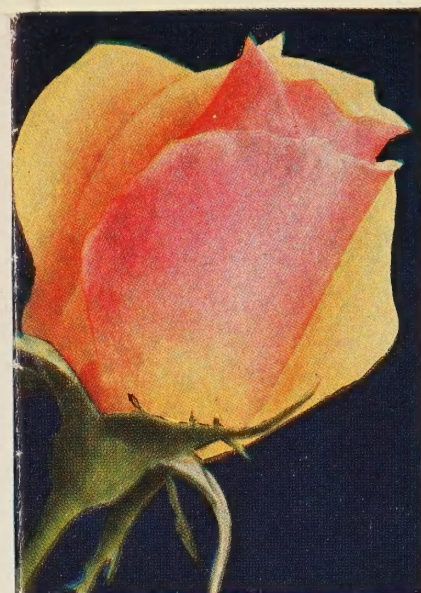
COUNTESS VANDAL

(Plant Patent No. 38.)

One of the earliest of the patented Roses originated by Leenders of Holland, whose vigorous strains are prized by all Rose-growers. Now considered by the public as well as the experts, Queen of the Modern Rose Pageant. Exceptionally free from diseases—easily cultivated. Grows 24 to 30 inches high. Deserves a favored place in every garden.

Color... coppery bronze and pink suffused with gold with reflex of silver.
Delicate... shape, fully double, hailed as the most artistic bloom in Rosedom.
Fragrant... mellowing to winy richness as flower matures.
Prolific... awarded Gold Medal of the King of Spain, for profusion of bloom.

\$1 each; 3 for \$2.50; 12 for \$10



© J. & P. CO.

MME. JEAN GAUJARD

(Plant Patent No. 338.)

Gorgeous creamy yellow, with delicate shades of orange and carmine-pink. Extraordinarily fine and graceful in form, with lovely long buds. Stands the sun—very free blooming. All the subtle allure of France, from the home of Pernet-Ducher Roses, now owned by Jean Gaujard. Monsieur Gaujard thought so well of this Rose he named it for his wife.

Hardy... disease-resistant, sturdy and upright. About 2 feet tall. At home in all sections of the country.

Desirable... for cutting and garden. Slightly fragrant.

Colors... charming, rich, in both natural and artificial light.

Awarded... Gold Medals: C. F. S. R. France, and Colle Oppio, Italy.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

Gloaming

RONSARD

(Plant Patent No. 284.)

The most startling of all the Roses, in its rare combination of colors. Intriguing golden buds that unwind in spiral form, disclosing a superlative scarlet on the inside—a striking combination of scarlet and gold that persists while the spectacular blooms are fully open. And the color holds well in the sun.

History... a mixture of Rugosa and Austrian Copper blood makes these plants unusually hardy.

Fragrant... extremely so—and you'll like it.

Plant... bushy—18 to 24 inches tall.

Desirable... for spectacular bedding effects—exquisite for bouquets.

\$1.25 each; 3 for \$3.15; 12 for \$12.50



© J. & P. CO.

Ronsard

GLOAMING

(Plant Patent No. 137.)

Wrought to almost mystic beauty by nature's skilful hands. Lovely in appearance. Sturdy—tall—not afraid of the toughest winter. A favorite cut-flower variety that every Rose-lover must have in his or her garden.

Color... delicate salmon-pink, blending into tawny orange and gold.

Blooms... very large—double—beautiful.

Fragrant... decidedly so, decidedly pleasing.

History... a definite contribution by the late Dr. J. H. Nicolas, who was in charge of Rose Research for Jackson & Perkins.

\$1 each; 3 for \$2.50; 12 for \$10

Mme. Henri Guillot

Choicest of the Older Hybrid Tea Roses—Universal Favorites

—SELECTED FOR YOU THIS FALL—

GROUP NO. 57

GROUP NO. 58

Six McGredy's Irish Roses

8 Garden Favorites

All Easy to Grow

From the Emerald Isle

McGredy's Ivory, McGredy's Scarlet, McGredy's Yellow, Margaret McGredy, Mrs. Sam McGredy, and Southport.

Condesa de Sastago, Dame Edith Helen, Etoile de Hollande, McGredy's Yellow, Mme. Jules Bouche, Mrs. Pierre S. du Pont, Mrs. Sam McGredy, Pink Dawn.

6 Plants (value \$4.50).....

\$3.75

8 Plants

(value \$6.00).....

\$4.95

ALL YOU WANT 75¢ EACH
AT ONLY..... 3 of one variety, \$1.90

Any 12 for \$7.50; Any 25 for \$14.75

THE choicest of the older varieties of Hybrid Tea Roses. These hardy, universal favorites are grade A-1, northern field-grown plants, two years old. Excellent for general planting, and a generous supply of cut-flowers throughout entire season.

Autumn. Burnt-orange, red.	Margaret McGredy. Orange.	Pink Dawn. Pink.
Betty Uprichard. Pink.	McGredy's Ivory. Creamy white.	Pres. Herbert Hoover. Maroon and orange.
Briarcliff. Rose-pink.	McGredy's Scarlet. Buff.	President Plumecocq. Buff.
Caledonia. White.	McGredy's Yellow. Mev. G. A. Van Rossem.	Prince Felix. Scarlet-red.
Condesa de Sastago. Two-toned coppery pink.	Golden, streaked orange.	Queensland Beauty. Pink.
Dainty Bess. Flesh-pink.	Miss Rowena Thom. Rose, base golden.	Radiance. Cameo-pink.
Dame Edith Helen. Pink.	Mme. Butterfly. Pink tinted gold.	Red Radiance. Clear red.
Editor McFarland. Pink.	Mme. Joseph Perraud. Yellow, center coppery.	Roslyn. Golden, reverse tinted orange.
E. G. Hill. Deep maroon.	Mme. Jules Bouche. White.	Southport. Scarlet.
Essence. Fiery crimson.	Mrs. E. P. Thom. Yellow.	Souv. de C. Pernet. Yellow.
Etoile de Hollande. Red.	Mrs. P. S. du Pont. Yellow.	Souv. de Mme. C. Chamberd. Coral-pink tinted peach.
Frau K. Druschki. White.	Mrs. Sam McGredy. Scarlet-copper-orange.	Talisman. Copper, yellow.
Golden Dawn. Yellow.	Pedrabes. Cream to white.	Temno. Deep maroon.
Grenoble. Scarlet-red.		W. E. Chaplin. Carmine.
Heinrich Wendland. Red.		Willowmere. Pink.
Hinrich Gaede. Orange-yellow, flushed red.		
Joanna Hill. Yellow.		
Kaiserin A. Viktoria. White.		

A glimpse of the glorious carpet of color in our Newark fields this summer—these are the plants we dig for you to set out in your garden this fall, to be even more glorious next year.



NEWARK, NEW YORK STATE—The Rose Capital of America



Modern Rose Plants make splendid Christmas gifts. We provide appropriate gift boxes with Gift Certificates without extra charge. For Christmas gifts of lasting pleasure, give J. & P. Preferred Modern Roses.

MME. HENRI GUILLOT

(Plant Patent No. 337.)

Here is a play of colors that will please the artist. The artistically shaped buds unfold into large, reflex-petal flowers that keep their form and color for several days after cutting.

Color... the deep watermelon- and raspberry-pink tones are charmingly and heavily veiled with reddish orange, creating the impression of flaming scarlet.

Buds... long, urn-shaped.

Blooms... camellia-shaped, 4½ inches across, with 20 large, velvety-textured, shell-like petals.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

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© J. & P. CO.

June Morn

J. & P. Modern Climbers

JUNE MORN (Plant Patent No. 375.)

An outstanding achievement of the great rosarian, Dr. Nicolas. Large (5-inch), double blooms, in a great profusion of many-flowered clusters, continuous in the spring and again in fall, contributing to the temperate climate the large-flowered, double, pillar Roses. One of the very best.

History grace and charm of Mme. Gregoire Staechelin, with sturdy vigor and free flowering of Climbing Claudius Pernet.

Foliage heavy, deep green.

Color luscious watermelon-pink inside; outside touched with gold.

\$1.50 each; 3 for \$3.75; 12 for \$15

DOUBLOONS (Plant Patent No. 152.)

Doubloons—this golden beauty from nature's treasure chest, more precious than pirate gold—planted in a lovely garden, will live, climb, bloom and bring great happiness to all who see it. Justly famed as the best all-purpose yellow Climber.

Blooms large, golden flowers, fairly double, literally cover the plant in delightful clusters for a long period. Dark velvety green foliage.

Hardy descended from our American Wild Prairie Rose. Vigorous, healthy, with long, heavy canes. No special growing methods necessary. Grows 12 feet in a season.

Scent spicy, clean.

\$1 each; 3 for \$2.50; 12 for \$10

For Dr. J. H. Nicolas, the Sensational New Everblooming Climber for 1941, see p. 3



Doubloons

© J. & P. CO.

SUMMER SNOW

(Plant Patent No. 400.)

Myriads of pure white, loosely double, 2-inch flowers set off with golden stamens, in large clusters, so profuse in June they seem like mountains of snow; intermittent all summer. Free-branching. Few thorns. Very hardy. Fairest, best white Climber.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

BLAZE

(Plant Patent No. 10.)

Most popular Climber in the world—a repeating form of the prized Paul's Scarlet, with same vivid scarlet, double blooms; profuse in spring and intermittent all season. Extremely satisfactory.

\$1 each; 3 for \$2.50; 12 for \$10

NEW DAWN

(Plant Patent No. 1.)

Soft pink, Hybrid Tea form, with delightful fragrance. Everblooming version of Dr. W. Van Fleet with the same attractive foliage, blooming almost continually from early June till frost.

\$1.50 each; 3 for \$3.75; 12 for \$15

If you have other favorites, old or new, not listed in this folder, write for prices and descriptions

ORDER EARLY!

Early orders are filled first, in the same rotation as received, beginning as soon as the plants in the fields have become dormant enough to be ideal for transplanting in your garden. We send prepaid.

THE J. & P. GUARANTEE

Turn to page 1, and read how every plant you order is guaranteed, and how we will replace any J. & P. Modern Rose plants you set out this fall, if they do not live and bloom next summer.

Jackson & Perkins Co.

Nurserymen—World's Largest Rose Growers

1 ROSE LANE . NEWARK, NEW YORK

Printed in U. S. A.

J. & P. MODERN PERENNIALS

For plants of perennial flowers to be planted in fall, see leaflet enclosed with this folder.

FOR YOU AT CHRISTMASTIME

Give Roses

*for Years of
Happy Remembrance*

J. & P. Modern Rose Plants

This appropriate, attractive Gift Box with Certificate supplied with every Gift Order. On December 15, we will mail direct to the names and addresses you supply, with your name and gift inscribed. Or will forward boxes and certificates direct to you upon receipt of order, as you prefer. (This offer good to U. S. points only.)



The Gift Certificate, attractively printed in green with raised lettering, will be enclosed in this Holiday Gift Box, with a realistic Rose inside as the picture indicates, and the box contains a real rose fragrance.

The box is 7¼ in. long, 5½ in. wide and 1¾ in. deep, printed in Christmas colors. The Rose Plants will be sent post-paid at proper Spring planting time.

CHRISTMAS GIFT SPECIALS

X-1 1 Plant—Rose Bampton. The New Red Rose for 1941 **\$1.50**

X-3 3 Plants — World's Fair. The double red Floribunda **\$2.50**

X-2 2 Plants—Top 2 for '41. Rose Bampton (red) and McGredy's Salmon **\$3.00**

X-4 4 Plants—4 Best '41. Rose Bampton, Pearl S. Buck, Adoration, McGredy's Salmon **\$5.00**

You may order above groups (or any larger groups in our Fall Folder) and we will show titles of Roses on Certificate rather than price. Or you may simply specify amount and let your friends select varieties they want from the J. & P. 1941 Catalog we shall send to them.

ORDER BLANK X-40

Jackson & Perkins Co., World's Largest Rose Growers, Newark, N. Y. State

Enter my order for following

Christmas Gift Certificate Boxes: Enclosed is \$.....

☐ Send direct to names below, on Dec. 15. ☐ Send boxes to me.

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